

62 reasons why sellers of small and midsize businesses hire *business transfer intermediaries* *

1. Broker or advisor understands and can depersonalize negotiations
2. Brokers and some advisors know how to sell businesses; most sellers don't
3. Compensation basis is commission upon sale or partially contingent upon done deal
4. Most buyers start with business brokers and Internet searches
5. Understands local marketplace of businesses for sale

6. Understands seller's industry
7. Define best probable price and terms before going to market
8. Determine best offer price
9. Determine best selling price
10. Financial analysis and recasting by broker or advisor

11. Owner doesn't know the probable price buyers will pay
12. Owner afraid of trying to sell by-owner
13. Owner does not have relevant capability to sell by-owner
14. Owner does not have time to try to sell by-owner
15. Owner does not know how to find buyers

16. Owner needs quick sale due to pressing crisis
17. Owner referred to broker or advisor by happy seller
18. Professional advisor recommends owner hire broker or advisor
19. Seeing the business from the perspective of buyers
20. Seller does not have a network of contacts with access to buyers

21. Seller does not understand the implications between strategic and financial buyers
22. Seller doesn't want to be distracted from running business
23. Time savings broker or advisor provides sellers
24. Using broker is the only way sellers know about
25. Coach sellers to answer buyers' questions and concerns

26. Compile necessary information about your business
27. Deal making team: Referral to accountants, appraisers, brokers and lawyers
28. Determine best time to offer business for sale
29. Develop marketing strategy and plan its implementation
30. Maximize price buyers will pay for the business

31. Minimize interference with seller's management of company
32. Negotiating strategy
33. Prepare two versions of the business profile (teaser and full)
34. Prepare owner to sell and prepare business for sale
35. Reconcile differences between tax returns and financial statements

36. Wants to get the highest price
37. Access broker or advisor's database of potential buyers and investors
38. Advertising run and paid by broker
39. Affiliated brokerage or advisory offices may attract more buyers
40. Brokers and advisors enable buyers and sellers to access a broader pool of potential partners

41. Buyer competition: Create and manage it
42. Confidentiality preservation and knowledge of what/when to show buyers
43. Disclose, to buyers, sensitive information about the business

44. Initiate contact with likely purchasers
45. Intermediary can speak for sellers

46. Qualify and screen buyers
47. Reduce frustration during offering and sales process
48. Seller fears adverse effect if premature disclosure (about sale) to key employees and lenders
49. Showcase the seller's business to buyers
50. Business advice re contracts (exclusive of legal advice)

51. Brokers and advisors have broader third-party perspective from done deals and failed deals
52. Assistance during escrow closing
53. Background check on potential buyers run by broker or advisor
54. Broker or advisor can confer with seller, legal and tax counsel about terms of sale
55. Continual follow up with buyers for decisions

56. Control buyers: Brokers and some advisors know what is appropriate and inappropriate
57. Deals almost die numerous times; Brokers and some advisors know how to revive them
58. Explain and handhold seller throughout selling process
59. Help buyer obtain financing
60. Mediate and negotiate with buyers

61. Receive, present and help evaluate purchase offers
62. Unsolicited offer from a buyer requires expert help

* The above was summarized from a study performed by **Ted J. Leverette** at: <http://partneroncall.com/>
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